

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 220939Z SEP 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 3485

INFO AMCONSUL FUKUOKA

AMCONSUL OSAKA KOBE

AMCONSUL NAHA

AMCONSUL SAPPORO

UNCLAS TOKYO 13359

E.O. 11652:N/A

TAGS: BRA, BEXP, JA

SUBJECT: FOREIGN BUYERS PROGRAM: NATIONAL HARDWARE SHOW,
AUGUST 1975, CHICAGO

1) ONE HUNDRED AND THIRTY-FOUR JAPANESE BUYERS WERE RECRUITED FOR THIS SHOW THROUGH THE DIRECT EFFORTS OF THE EMBASSY. APPROXIMATELY TWENTY OTHER JAPANESE BUYERS ATTENDED THE SHOW WITHOUT PARTICIPATING IN THE EMBASSY'S GROUP.

2) OF THE 134 EMBASSY-SPONSORED BUYERS, 36 WERE POLLED AFTER THE SHOW. 39 PERCENT OF THOSE POLLED SAID THAT THEY FOUND MANY INTERESTING ITEMS AT THE SHOW, 42 PERCENT OF THOSE POLLED SAID THAT THEY FOUND SOME INTERESTING ITEMS AT THE SHOW, AND 19 PERCENT SAID THAT THEY FOUND NO INTERESTING ITEMS OFFERED AT THE SHOW. IMMEDIATE PURCHASES MADE BY THE POLLED BUYERS AMOUNTED TO DOLLS. 7,871. ESTIMATE OF FUTURE PURCHASES TO BE MADE TOTALED DOLLS. 3,270,000 WITHIN ONE YEAR.

3) ITEMS IN THIS CATEGORY WITH BEST MARKET POTENTIAL WERE IDENTIFIED AS BEING, WOOD PRODUCTS (TABLES, CHAIRS, CUPBOARDS); KITCHEN ITEMS; HOME IMPROVEMENT ITEMS; FLOOR COVERINGS; HOBBY ORIENTED HOUSEWARES;
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AND PAINTS.

4) MOST OF THOSE POLLED MENTIONED THAT SMALLER GROUPS
OF BUYERS WOULD BE MORE EFFECTIVE THAN THE LARGE
GROUP WHICH ACTUALLY WENT. THE BUYERS ALSO COMPLAINED
THAT THE U.S. EXHIBITORS, IN MANY CASES, WERE
RELUCTANT TO EXPORT BECAUSE OF INEXPERIENCE IN
INTERNATIONAL TRANSACTIONS.
HODGSON

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